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1. Your reference

P30612-/HGR/GMU

2. Patent application number

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0203209.2

12 FEB 2002

3. Full name, address and postcode of the or of each applicant (underline all surnames)

John D Pitt
5 Carlawerock Road
Glasgow
G43 2SA

Patents ADP number (if you know it)

7511751001

If the applicant is a corporate body, give the country/state of its incorporation

4. Title of the invention

"Method and Apparatus for Displaying Advertisements on Vehicles"

5. Name of your agent (if you have one)

Murgitroyd & Company

"Address for service" in the United Kingdom to which all correspondence should be sent (including the postcode)

Scotland House
165-169 Scotland Street
Glasgow
G5 8PL

Patents ADP number (if you know it)

1198013

6. If you are declaring priority from one or more earlier patent applications, give the country and the date of filing of the or of each of these earlier applications and (if you know it) the or each application number

Country

Priority application number
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Date of filing
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No

- a) any applicant named in part 3 is not an inventor, or
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Description

19

Claim(s)

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Abstract

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Drawing(s)

5

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Statement of inventorship and right to grant of a patent (Patents Form 7/77)

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11.

I/We request the grant of a patent on the basis of this application.

Signature

Murgitroyd & Company

Date

11 February 2002

12. Name and daytime telephone number of person to contact in the United Kingdom

Graham Murnane

0141 307 8400

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1 METHOD AND APPARATUS FOR DISPLAYING ADVERTISEMENTS
2 ON A VEHICLE

3
4 This invention relates to advertisements, and
5 relates more particularly but not exclusively to a
6 system for selectively attaching advertisements to
7 the sides of road vehicles or fixed sites in a
8 readily demountable manner, and to a method of
9 adapting road vehicles for the selective display of
10 advertisements.

11
12 At present, static exterior advertisements are
13 achieved using posters attached to a building
14 surface or a panel provided on the building surface.
15 The print medium used is typically paper which is
16 pasted to the surface using an adhesive. Such
17 advertisements require considerable effort to
18 install and remove the paper medium, printing costs
19 are relatively high and planning restrictions apply.

20
21 Furthermore, currently there are many load-carrying
22 road vehicles having substantially vertical sides

1 which are either plain, or carry minimal information
2 (e.g. merely the name of a transport company).
3 These vehicle sides are extensively exposed to the
4 sight of the general public, not least because the
5 majority of journeys of load-carrying road vehicles
6 take place on public roads that are also extensively
7 used by pedestrians and/or users of personal road
8 transport and/or passengers in public road
9 transport. Consequently, the sides of load-carrying
10 road vehicles represent a facility for mobile
11 advertising that currently tends to be used only by
12 the vehicle owners for self-advertisement. Some use
13 of the exteriors of road vehicles is known for
14 advertising by organisations other than the vehicle
15 owner, but such advertising is currently limited to
16 public transport vehicles that carry human
17 passengers rather than inanimate cargoes, and the
18 advertisements are either pasted-on paper, or in the
19 nature of bodywork painting that is substantially
20 permanent and not changeable without time-consuming
21 repainting of the vehicle.
22
23 US 5,845,423 and US 5,657,566 address the problem of
24 providing advertisements on the sides of load-
25 carrying road vehicles, but the effectiveness of
26 their solutions is hampered by the fact that the
27 vehicles need extensive structural modification in
28 the form of added rails, mounting brackets and
29 fasteners and the like, to allow the mounting and
30 removal of advertisement panels. Moreover the
31 advertisement panels themselves are complicated and
32 relatively expensive. Moreover the advertisement

1 panels can be used only with rigid sided vehicles,
2 since they do not allow simple access to the side
3 curtains of flexible sided vehicles, which provide
4 access to the load area by allowing the removal or
5 rolling up of flexible side curtains attached to the
6 frame of the vehicle.

7
8 It is an object of the present invention to provide
9 an alternative system and method for providing
10 static exterior advertisements which require less
11 effort to install or remove, reduce printing costs
12 and avoid planning restrictions.

13
14 It is a further object of the present invention to
15 provide a system and a method for enabling mobile
16 advertisements to be selectively mounted on load-
17 carrying road vehicles in a manner which is simple
18 to carry out and which is cost effective, allowing
19 the use of economical advertisement panels and the
20 requiring minimal structural alterations to a
21 vehicle to enable it to carry advertisement panels.

22 It is a further object of the invention to provide a
23 system and a method for enabling mobile
24 advertisements to be selectively mounted on both
25 rigid sided and flexible sided road vehicles.

26
27 As used in this specification, the term "vehicle"
28 refers to a road vehicle possessing substantially
29 vertical sides suitable for carrying advertisements,
30 such sides including but not being restricted to
31 permanently fixed sides, sides formed as one or more
32 panels that are demountable or hinged for providing

1 access to a cargo carried by the vehicle, and
2 curtain sides (i.e. curtains of more or less
3 flexible sheet material whose upper edges are
4 suspended from the vehicle, and whose lower edges
5 are clipped or strapped to the vehicle).

6
7 As used in this specification, the term
8 "advertisement" refers to at least one essentially
9 two-dimensional image having an impression on a
10 spectator that is primarily or wholly visual.

11
12 According to a first aspect of the present invention
13 there is provided an advertising panel for mounting
14 to a structure, the panel comprising a sheet of
15 plastic mesh material having an image applied to a
16 first side of the sheet, wherein the panel has an
17 elongate fastener provided on at least one
18 longitudinal edge, the elongate fastener having a
19 thickness greater than the sheet and being adapted
20 to engage with a corresponding slot provided on the
21 structure.

22
23 Preferably, the advertising panel is mounted to the
24 structure of a vehicle, such as a side panel of a
25 vehicle. Alternatively, the advertising panel is
26 mounted to a static structure, such as an
27 advertising hoarding.

28
29 In one preferred embodiment the elongate fastener
30 comprises a longitudinal member held within a hem of
31 the sheet. Preferably the hem is formed by folding
32 an edge of the sheet around the elongate fastener

1 and back against the sheet, then securing the edge
2 to the sheet. Securing may be carried out by
3 stitching, applying adhesive, thermal bonding, or
4 any suitable method.

5
6 In another preferred embodiment the elongate
7 fastener comprises a longitudinal member secured to
8 the sheet by an edging strip. Preferably the edging
9 strip passes around the elongate fastener and is
10 secured to each side of the edge of the sheet.
11 Securing may be carried out by stitching, applying
12 adhesive, thermal bonding, or any suitable method.

13
14 The longitudinal member is preferably flexible, for
15 example a rope, cord, rubber extrusion or similar.
16 Preferably the panel has an elongate fastener
17 provided on two opposite longitudinal edges.

18
19 Preferably the sheet is flexible. Preferably the
20 sheet is of PVC, polyester or a combination thereof.
21 Preferably the mesh is provided with apertures
22 allowing air passage therethrough. Preferably the
23 sheet has an air permeability of at least 1000
24 litres per second at 100 pascal.

25
26 Preferably the sheet of the advertising panel is a
27 woven material. Preferably the warp and weft fibres
28 are bonded to each other at their intersections.

29
30 Preferably the panel is substantially rectangular.
31 In one embodiment the panel may be provided with an
32 extension piece at one or each of the two opposite

1 side edges. Preferably the extension pieces are
2 provided with securing means to allow them to be
3 wrapped around the corner of a vehicle and secured
4 to the vehicle. Preferably an extension piece is
5 provided on the leading edge of the sheet, the
6 leading edge being the edge nearest the front of the
7 vehicle when the panel is mounted on a vehicle.
8 Alternatively the leading edge of the sheet may be
9 provided with a continuous fastener which extends
10 substantially over the entire length of the leading
11 edge. In another embodiment the panel may be
12 provided with an elongate fastener as described
13 above on each of the two opposite side edges, the
14 fastener being adapted to engage with a track member
15 on the structure.

16
17 According to a second aspect of the present
18 invention there is provided a vehicle, the vehicle
19 having a wall provided with a slot or slots on the
20 exterior surface thereof, the vehicle having an
21 advertising panel mounted on said exterior surface,
22 the panel comprising a sheet of plastic mesh
23 material having an image applied to a first side of
24 the sheet, wherein the panel has an elongate
25 fastener provided on at least one longitudinal edge,
26 the elongate fastener having a thickness greater
27 than the sheet and engaged with said slot or slots
28 on said vehicle.

29
30 Preferably the advertising panel is a panel
31 according to the first aspect of the present

1 invention. Preferably the exterior surface is on a
2 side wall of the vehicle.

3
4 Preferably the slot or slots are provided in one or
5 more strip members bonded to the side wall by
6 adhesive. Alternatively the strip members may be
7 secured to the side wall by fixing means such as
8 bolts, screw, rivets or similar. Preferably the
9 strip members are extruded members. Preferably the
10 slot or slots are shaped to allow keying of the
11 elongate fastener with the slot or slots. In one
12 preferred embodiment strip members shaped to allow
13 keying of the elongate fastener are provided on the
14 upper and lower edges of the exterior surface, while
15 push-fit track members shaped to allow reversible
16 snap engagement of the elongate fastener are
17 provided on the vertical side edges of the exterior
18 surface.

19
20 The strip members may extend continuously over the
21 length of the elongate fastener. Alternatively, the
22 strip members are provided as discrete strips spaced
23 at regular intervals on the vehicle.

24
25 According to a third aspect of the present invention
26 there is provided a vehicle, the vehicle having a
27 load bearing volume at least partially enclosed by a
28 curtain, said curtain being provided with a slot or
29 slots on the exterior surface thereof, the vehicle
30 having an advertising panel on said exterior
31 surface, the panel comprising a sheet of plastic
32 mesh material having an image applied to a first

1 side of the sheet, wherein the panel has an elongate
2 fastener provided on at least one longitudinal edge,
3 the elongate fastener having a thickness greater
4 than the sheet and engaged with said slot or slots
5 on said vehicle.

6
7 Preferably the advertising panel is a panel
8 according to the first aspect of the present
9 invention. Preferably the exterior surface is on a
10 side wall of the vehicle.

11
12 Preferably the slot or slots are provided in one or
13 more strip members bonded to the curtain by
14 adhesive. Alternatively they may be secured to the
15 curtain by thermal bonding, ultrasonic bonding,
16 stitching, moulding or similar. Alternatively the
17 strip members may be secured to the curtain by
18 fixing means such as bolts, screw, rivets or
19 similar, preferably in conjunction with a washer
20 plate on the opposite surface of the curtain.

21 Preferably the strip members are extruded members.
22 Preferably the slot or slots are shaped to allow
23 keying of the elongate fastener with the slot or
24 slots. In one preferred embodiment strip members
25 shaped to allow keying of the elongate fastener are
26 provided on the upper and lower edges of the
27 curtain, while push-fit track members shaped to
28 allow reversible snap engagement of the elongate
29 fastener are provided on the vertical side edges of
30 the curtain.

31

1 Preferably the strip members are provided as
2 discrete strips spaced at regular intervals on the
3 vehicle.

4
5 According to a fourth aspect of the present
6 invention there is provided a method of modifying a
7 vehicle to display at least one advertising panel on
8 at least one surface of the vehicle, the panel
9 comprising a sheet of plastic mesh material having
10 an image applied to a first side of the sheet,
11 wherein the panel has an elongate fastener provided
12 on at least one longitudinal edge, the elongate
13 fastener having a thickness greater than the sheet
14 said method comprising the steps of:

15 securing one or more slotted strip members in a
16 predetermined pattern on the surface of the vehicle
17 or on a curtain adapted to be mounted on the surface
18 of the vehicle, and

19 releasably attaching the advertising panel to
20 the one or more slotted strip members by engaging
21 the elongate fastener in the slots provided on the
22 one or more slotted strip members.

23
24 Preferably the advertising panel is a panel
25 according to the first aspect of the present
26 invention. Push-fit track members may also be used.

27
28 According to a fifth aspect of the present invention
29 there is provided an advertising panel for mounting
30 to a structure, the panel comprising a sheet of
31 plastic material having an image applied to a first
32 side of the sheet, wherein the panel has a plurality

1 of resilient attachment means provided along at
2 least one edge of the panel. Preferably the panel
3 is of mesh material.

4

5 According to a sixth aspect of the present invention
6 there is provided a vehicle having a rear door, the
7 rear door having mounted thereon an advertising
8 panel according to the fifth aspect of the present
9 invention. Preferably the rear door is a roller
10 shutter door. Preferably the rear door has
11 attachment fixings secured thereto, each attachment
12 means being attached to an attachment fixing.
13 Preferably the resilient attachment means are
14 adapted to allow elastic extension of the attachment
15 means when the roller shutter door is in its rolled
16 state with the advertising panel mounted thereon.

17

18 Preferably the resilient attachment means comprises
19 elastic tension members of natural or synthetic
20 rubber. These may be in the form of bands, loops,
21 rods or any suitable form. They may pass through an
22 eyelet in the panel, or they may be attached to the
23 panel by any suitable securing means, including
24 fasteners, rivets, adhesive and stitching.

25

26 Preferably the sheet is flexible. Preferably the
27 sheet is of PVC, polyester or a combination thereof.
28 Preferably the mesh is provided with apertures
29 allowing air passage therethrough. Preferably the
30 sheet has an air permeability of at least 1000
31 litres per second at 100 pascal.

32

1 Preferably the sheet of the advertising panel is a
2 woven material. Preferably the warp and weft fibres
3 are bonded to each other at their intersections.
4 Embodiments of the invention will now be described
5 by way of example only, with reference to the
6 drawings in which:

7
8 Fig. 1 shows a curtain-sided lorry provided with
9 slotted strip members to allow attachment of an
10 advertising panel according to the invention;

11
12 Fig. 2 shows a rigid-sided lorry provided with
13 slotted strip members to allow attachment of an
14 advertising panel according to the invention;

15
16 Fig. 3 shows the lorry of Fig. 1 with an advertising
17 panel attached;

18
19 Fig. 4 shows the lorry of Fig. 2 with an advertising
20 panel attached;

21
22 Fig. 5 shows sectional views of the slotted strip
23 members and the attachment of the edge of the
24 advertising panel according to various embodiments
25 of the invention;

26
27 Fig. 6 shows a side view of one of the slotted strip
28 members of Fig. 5;

29
30 Fig. 7 shows a side view of another of the slotted
31 strip members of Fig. 5;

32

1 Fig. 8 shows a vehicle having a roller shutter door
2 equipped to carry an advertising panel according to
3 the invention;

4
5 Fig. 9 shows the roller shutter door of Fig. 8 with
6 an advertising panel attached in the unrolled and
7 rolled positions;

8
9 Fig. 10 shows an attachment means for the
10 advertising panel of Fig. 9;

11
12 Fig. 11 shows various alternative attachment means;

13
14 Figs. 12 and 13 show alternative edge arrangements
15 for the panels of Figs. 1 to 7; and

16
17 Fig. 14 shows a cross-sectional view of a push-fit
18 track member used to secure the side edges of the
19 panels of Figs. 1 to 7.

20
21 Fig. 1 shows a vehicle in the form of a lorry 10
22 having a load area 12 which is covered on each
23 longitudinal side by a curtain 14. The curtain 14
24 is secured to the vehicle 10 at its upper edge and
25 is tensioned in a conventional manner by means of
26 tensioning straps 18 which connect the lower edge of
27 the curtain to the vehicle. The curtain 14 and
28 straps 18 are well known in the art and may be of
29 any suitable flexible material. Typically the
30 curtain 14 is of reinforced PVC while the straps 18
31 are of nylon webbing.

32

1 The surface of the curtain 18 has a number of
2 slotted strip members 30 fixed to it, arranged in an
3 upper row and a lower row. They may be fixed by
4 adhesive 42 or other suitable means of securing the
5 members to the curtain, including fixing means such
6 as bolts, screw, rivets, staples or similar. In
7 practice the combination of stainless steel machine
8 screws, nyloc[™] nuts and a washer plate has been
9 found to be an effective fastening means.

10 Alternatively the slotted strip members may be
11 secured to the curtain by thermal bonding,
12 ultrasonic bonding, stitching, moulding or similar.
13 The slotted strip members 30 are of moulded or
14 extruded plastic and various non-limiting shapes are
15 shown in Fig. 5. The members have a cylindrical
16 passage 34 extending therethrough and a slot 36 in
17 one side, allowing access to the passage 34.

18
19 The slotted strip members 30 are selected and
20 positioned to engage with elongate fasteners 22
21 provided on the longitudinal edges 24 of an
22 advertising panel 20, as shown in Figs. 5, 12 and
23 13.

24
25 Two vertical push-fit track members 40 are also
26 secured to the curtain, one at each side. These are
27 secured to the curtain in the same way as the
28 slotted strip members 30.

29
30 Fig. 2 shows a lorry 10 having a load area 12 which
31 is covered on each longitudinal side by a rigid wall
32 16. The arrangement of slotted strip members 30 on

1 the rigid wall 16 can be the same as that described
2 above with respect to the curtain 14 of Fig. 1,
3 although in Fig. 2 two continuous slotted strip
4 members 32 are shown, one upper member and one lower
5 member. The members 32 are bonded to the wall by
6 means of adhesive 42, although it is to be
7 understood that other suitable means of securing the
8 members to the wall may be used, including fixing
9 means such as bolts, screw, rivets, staples or
10 similar. As in Fig. 1, two vertical push-fit track
11 members 40 are also secured to the wall, one at each
12 side. These are secured to the wall in the same way
13 as the slotted strip members 32.

14
15 Fig. 3 shows the curtain sided lorry 10 of Fig. 1
16 with an advertising panel 20 fixed to the curtain 14
17 using fasteners 22 which engage with the slotted
18 strip members 30 and the push-fit track members 40.
19 The panel 20 is described in more detail below. The
20 edges 24 of the panel 20 are threaded through the
21 slots 36 starting at one end of the lorry 10. While
22 Fig. 3 shows the panel 20 on a side wall of the
23 vehicle 10, it is to be understood that the panel
24 may be fitted to any surface of the vehicle 10,
25 including the rear surface or the roof.

26
27 Fig. 4 shows the rigid sided lorry 10 of Fig. 2 with
28 an advertising panel 20 fixed to the wall 16 in the
29 manner described above with reference to Fig. 3.

30

31 In both cases the vertical edges 26 of the panel 20
32 are engaged with the resilient extruded PVC push-fit

1 track members 40 as shown in Fig. 14. However the
2 vertical edges 26 may alternatively be attached by
3 any other suitable means, such as a strip of hook
4 and loop fastener provided at each vertical edge, or
5 by extending the plastic mesh material of the panel
6 20 around the corner of the vehicle 10 and securing
7 it to the structure of the vehicle in any suitable
8 way.

9
10 The construction of the advertising panel 20 will
11 now be described with reference to Figs. 5, 12 and
12 13. The panel comprises a sheet 28 of plastic mesh
13 material. Typically the mesh material comprises a
14 polyester base fabric coated with PVC. The base
15 fabric may have between 3 and 10 (preferably 5)
16 threads per cm in both warp and weft directions.
17 Flexible plasticised PVC is applied to both sides to
18 produce a material having a weight of between 100
19 and 800 g/m², preferably between about 200 and 550
20 g/m². The apertures in the mesh allow an air
21 permeability of between 1000 and 6000 litres/second
22 at 100 pascal, preferably about 2800 litres/second.
23 A suitable mesh is that sold by VUFLEX Digital under
24 the name VUFLEX Digital 550, although it is to be
25 understood that any suitable plastic mesh may be
26 used. The mesh must be capable of being printed on,
27 to provide an advertising image on one side. Any
28 suitable printing process may be used, such as laser
29 printing or screen printing.

30
31 Reinforcing strips (not shown) of reinforced PVC or
32 similar material may be bonded to any or all of the

1 edges of the mesh sheet 28 to prevent the
2 advertising panel 20 from tearing or stretching in
3 use. The reinforcing strips may be bonded by
4 adhesive or by ultrasonic welding. The strips may
5 be of polyester scrim coated with PVC for easy
6 joining to the mesh sheet 28. The thickness of the
7 strips is chosen so that the sheet 28 can be subject
8 to the chosen printing process even with the strips
9 attached. Typically the reinforcing strips are
10 between 5 and 15 cm wide, and extend to the
11 perimeter of the sheet 28.

12
13 Elongate fasteners 22 are bonded to the longitudinal
14 edges 24 of the mesh sheet 28, with or without
15 reinforcing strips, by wrapping the edge of the
16 sheet around the fastener 22 and stitching with
17 thread 56 or bonding to form a hem 50, as in Fig.
18 12, or by attaching and bonding an edge strip 52, as
19 in Fig. 13. Thermal or adhesive 58 bonding may be
20 used. The elongate fastener 22 comprises a cord or
21 rope 54, or extruded flexible plastic or rubber,
22 held in the hem 50 or edge strip 52. The cord or
23 rope 54 may be free to slide in the hem 50 or edge
24 strip 54, or may be restrained or bonded to the hem
25 50 or edge strip 52. Similar elongate fasteners 22
26 are provided on the vertical edges 26 of the panel
27 if push-fit track members 40 are used to secure the
28 vertical edges.

29
30 It has been found that it is advantageous to provide
31 a continuous fastener, preferably a fastener which
32 can engage with the push-fit track member 40 or a

1 fastener such as a hook and loop fastener (not
2 shown), extending all the way along the leading edge
3 of the advertising panel 20. The leading edge is
4 that edge which is nearer the front of the vehicle
5 in use. The use of a continuous fastener engaging
6 with a corresponding continuous fastener on the
7 vehicle 10 prevents the leading edge of the panel 20
8 lifting away from the vehicle at any point, and
9 helps to hold the panel 20 to the wall 16 or curtain
10 14 without flapping. The same effect can be
11 achieved by continuing the panel around the corner
12 of the vehicle and securing it in place by any
13 suitable means to the end wall of the vehicle.

14
15 Particular arrangements of fasteners are provided
16 for particular models of vehicles 10 and their
17 corresponding adverting panels 20. For example a
18 Transit® van might carry a particular size of
19 advertising panel 20; panels for these vans would
20 carry a particular pattern of fasteners.
21 Corresponding fasteners on Transit® vans would be
22 fixed to the side wall 16 of the van in a
23 corresponding pattern using a particular Transit®
24 stencil. Similarly, a particular make of Trailer
25 might carry a particular larger size of advertising
26 panel 20; panels for these trailers would carry a
27 different particular pattern of fasteners.
28 Corresponding fasteners on the trailers would be
29 fixed to the curtain 14 or side wall 16 of the
30 trailer in a corresponding pattern using a
31 particular trailer stencil.

32

1 Referring to Fig. 5, there are shown cross-sectional
2 profiles 38a-h of the discrete or continuous slotted
3 strip members 30, 32. Profiles 38a-d and 38h have
4 the slot 36 in a side face, while profiles 38e-g
5 have the slot 36 in a lower face. Profiles 38a and
6 38b are attached by bonding using adhesive 42 or
7 similar, while profiles 38c-h are attached using
8 fasteners (not shown) which pass through apertures
9 44. A washer plate (not shown) may be used with
10 nuts and threaded fasteners to secure the profiles
11 38c-h to a curtain 14, or conventional fasteners may
12 be passed through the apertures 44 to secure the
13 profiles 38c-h to a rigid wall 16.


14
15 Fig. 6 shows a side elevation of profile 38g. Screw
16 holes 44 are provided at top and bottom for
17 increased stability. The slot 36 is not visible in
18 use, and the advertising panel 20 hangs straight,
19 eliminating wear. Fig. 7 shows a side elevation of
20 profile 38h. Screw holes 44 are provided in the
21 passage 34 so that they remain hidden in use. Light
22 fittings 46 are provided at spaced intervals along
23 the strip member for illumination of the advertising
24 panel 20.

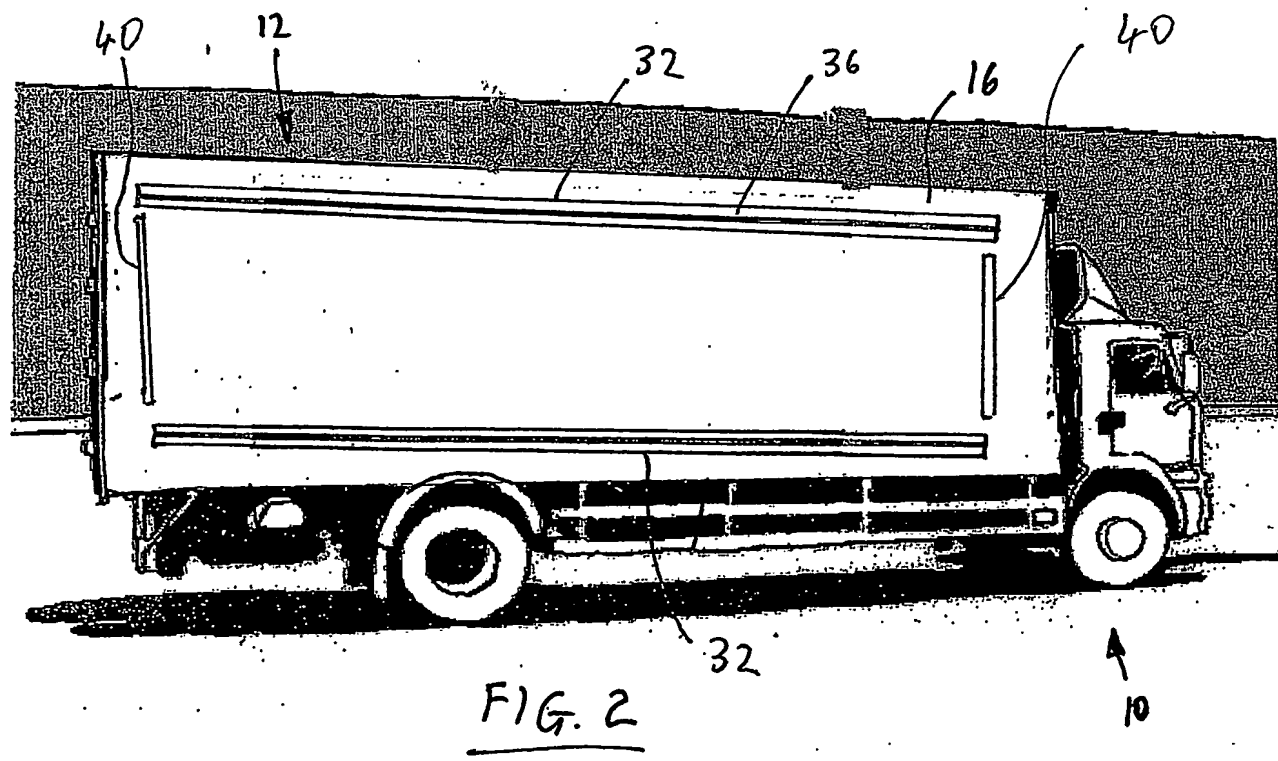
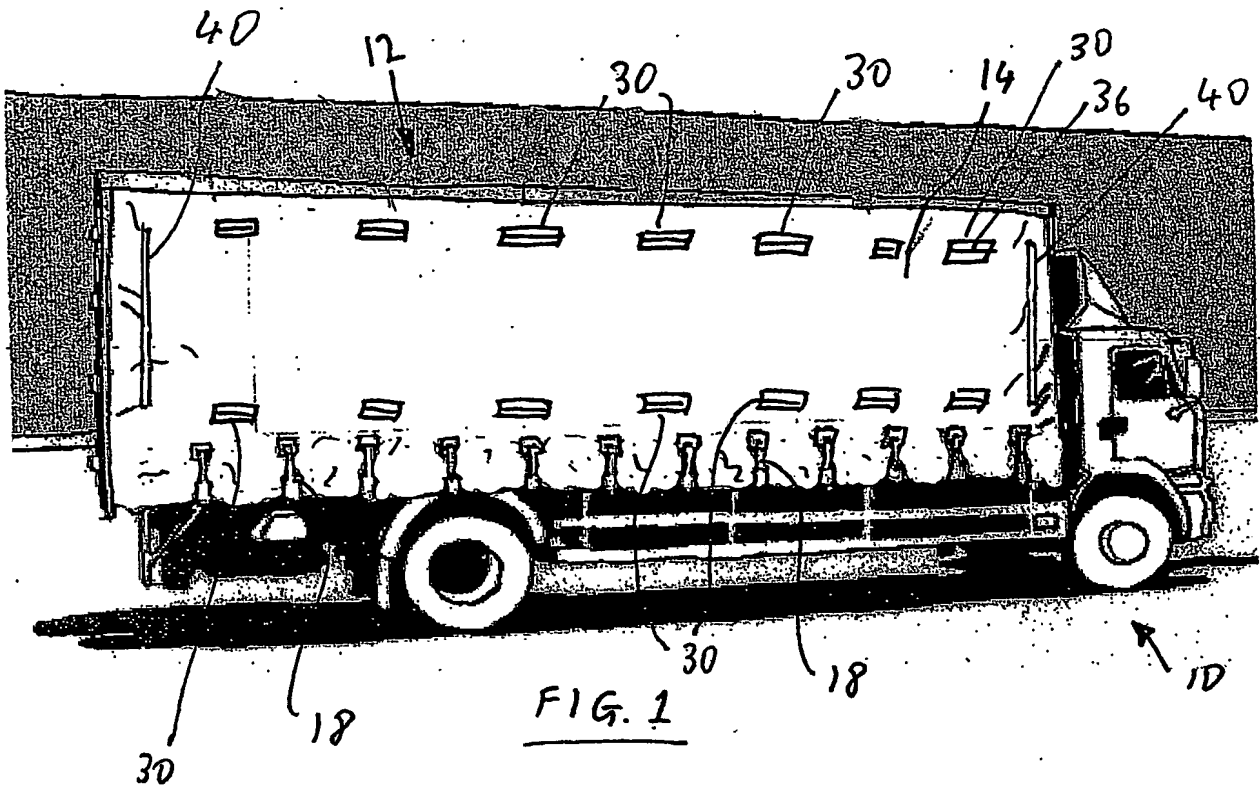
25
26 A method of attaching an advertising panel 20 to the
27 rear of a vehicle which may be provided with a
28 roller shutter door is now described with reference
29 to Figs. 8 to 11. A vehicle 10 has a rear wall 60
30 having a roller shutter door 62. Attached to the
31 shutters of the door 62 at four corners are
32 attachment fixings 66, comprising a plate 70, a loop

1 72 and apertures 74 for fasteners (not shown) such
2 as screws, bolts, rivets or the like. An
3 advertising panel 20 of the type described above
4 with reference to Figs. 1 to 7 is attached to the
5 attachment fixings 66 by means of four resilient
6 attachment means 64, of natural or synthetic rubber.
7 Fig. 11 shows four possible shapes for the
8 attachment means 64a-d, but is not to be construed
9 as limiting on the shape. Moreover it is to be
10 understood that more than four attachment means 64
11 may be used, or alternatively more or fewer
12 resilient attachment means 64 may be used in
13 conjunction with some other means of fastening, such
14 as hook and loop fasteners (not shown) or the slot-
15 engaging elongate fasteners 22 described above.

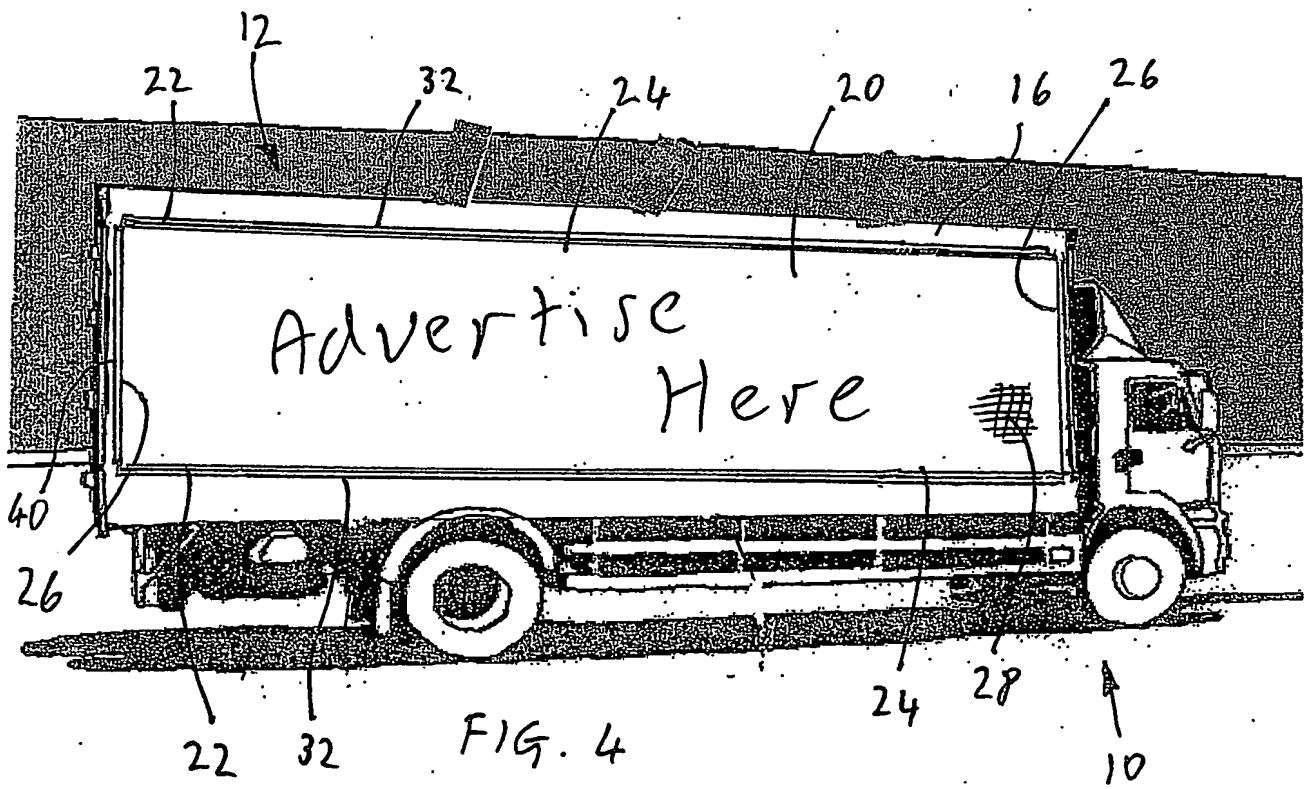
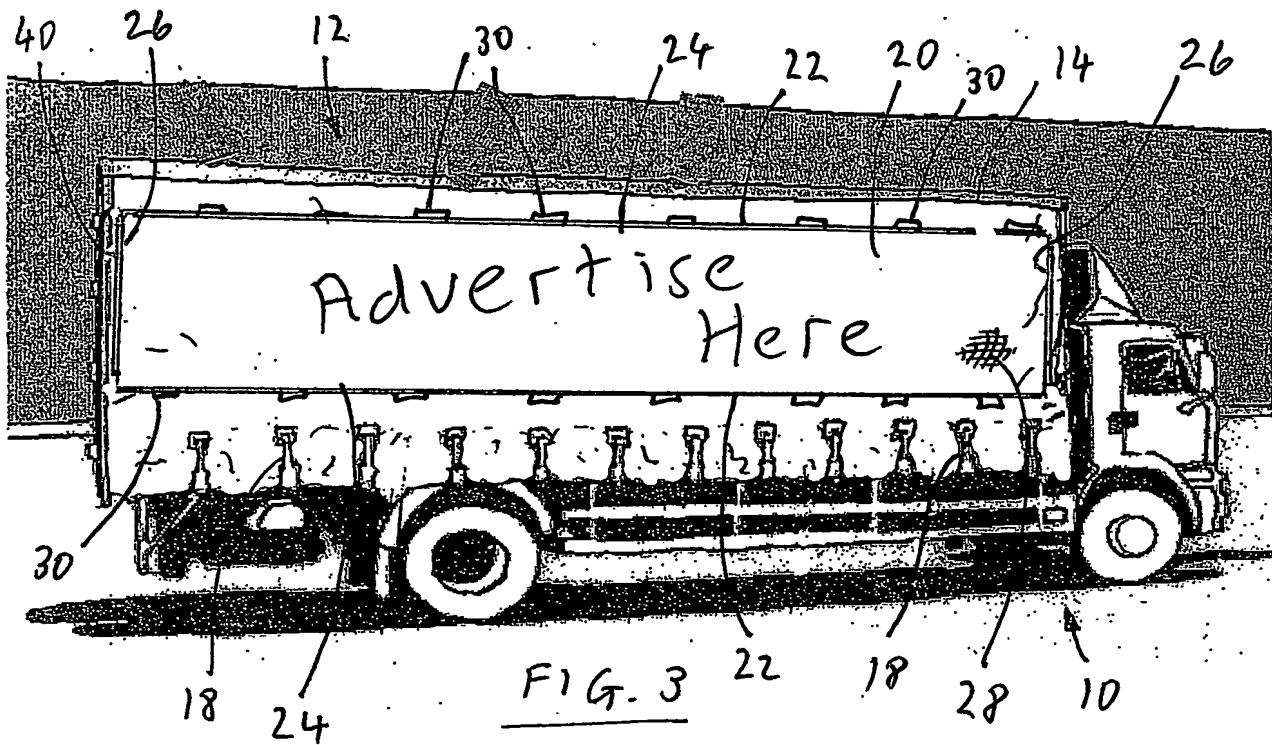
16
17 In the embodiment of Figs. 8 to 11 the advertising
18 panel can be used with resilient attachment means 64
19 only, so that the elongate fasteners 22 can be
20 omitted. The resilient attachment means 64 allow
21 stretching, so that when the roller shutter door 62
22 is opened by rolling the shutters 61 around a spool
23 63, as shown in Fig. 9, the attachment means 64
24 become elongated to allow for the increased
25 effective length between the top and bottom
26 attachment fixings 66 resulting from the separation
27 of adjacent shutters 61.

28
29 Modifications and variations of the above-described
30 embodiments can be adopted without departing from
31 the scope of the invention.





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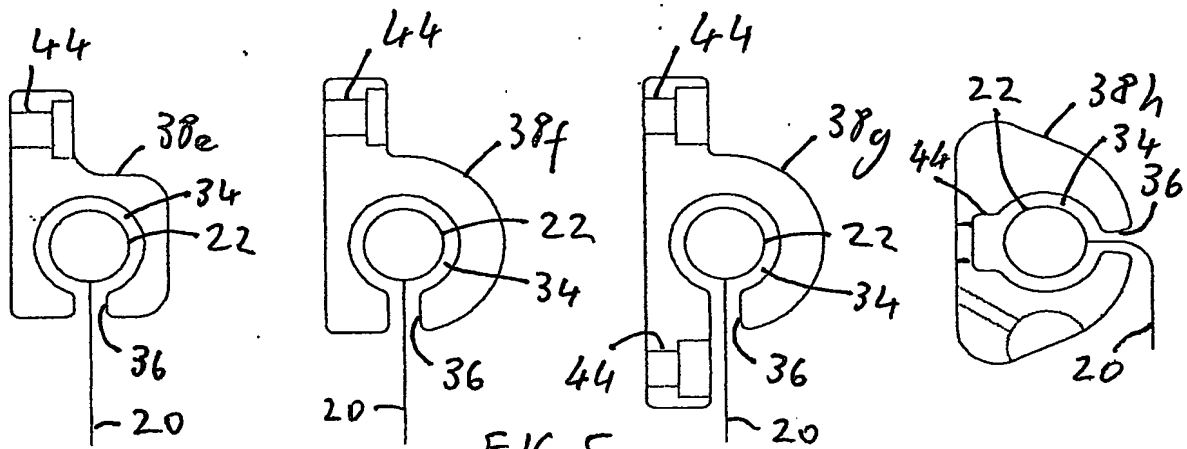
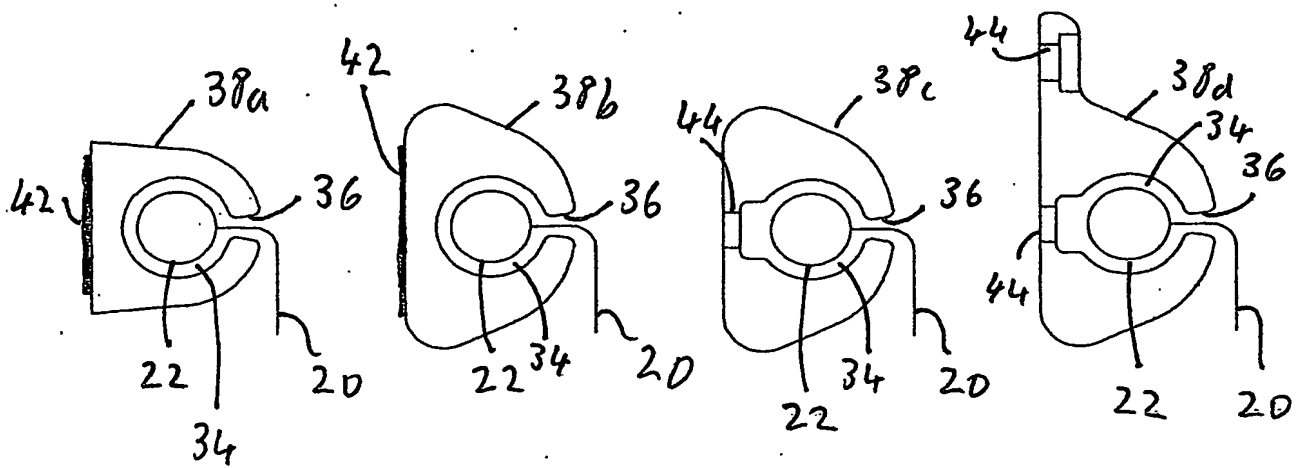


FIG. 5

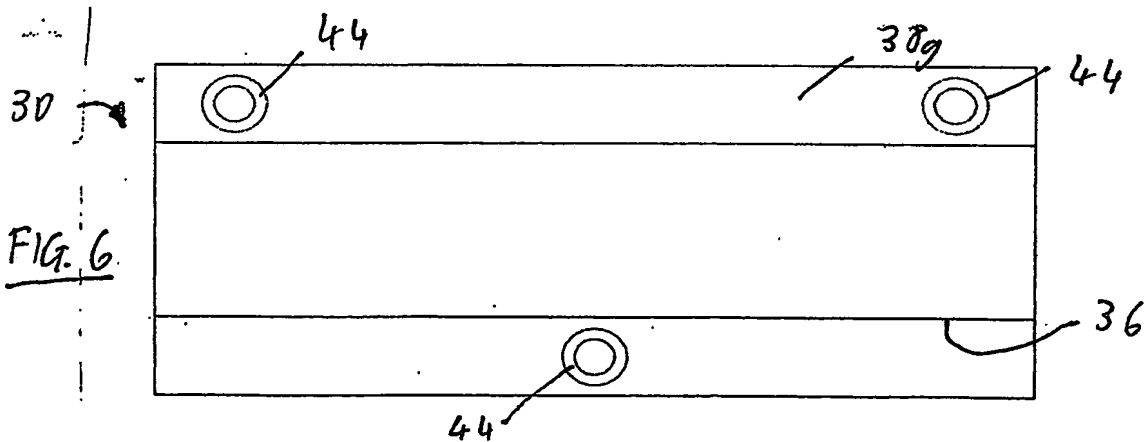


FIG. 6

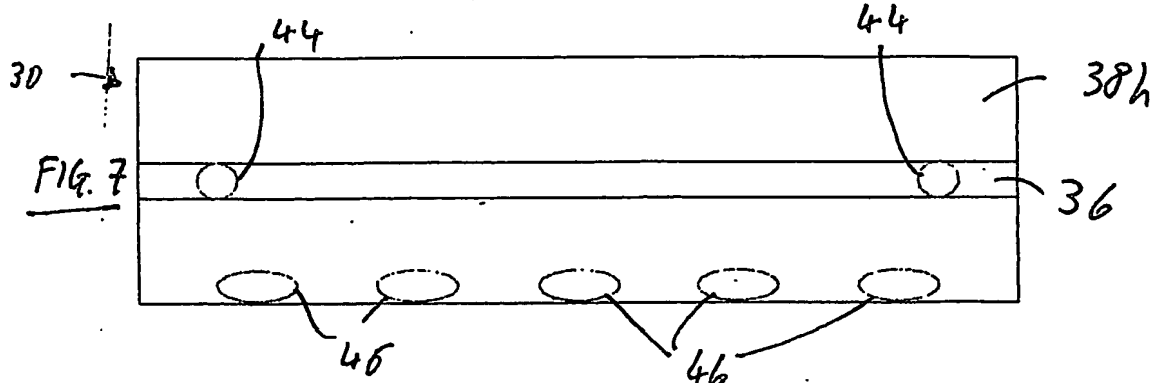


FIG. 7

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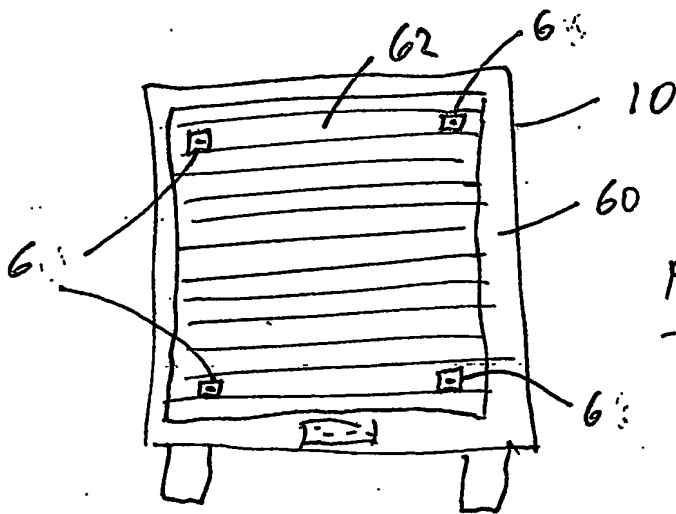


FIG. 8

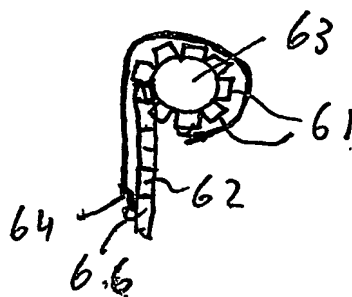
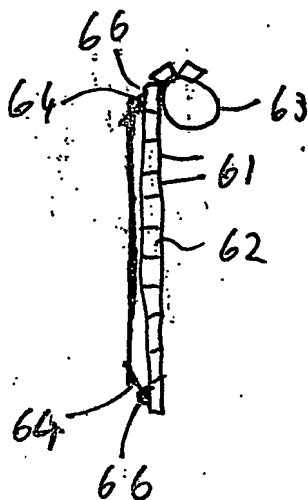


FIG. 9

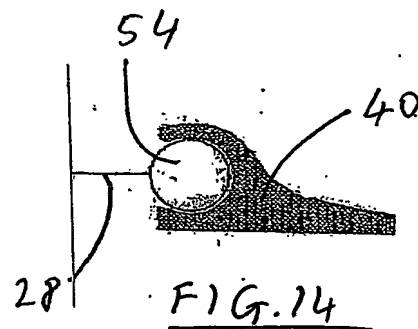


FIG. 14

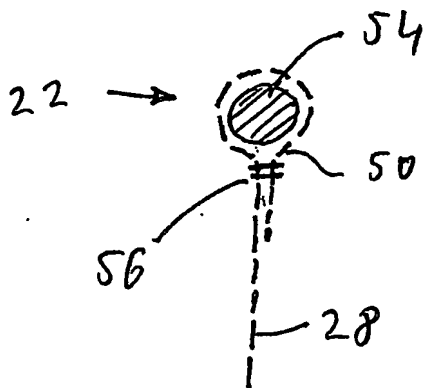


FIG. 12

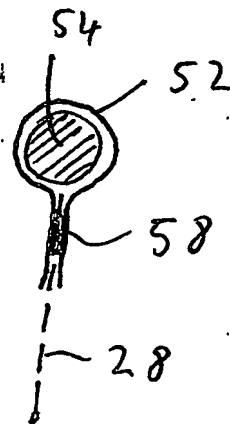


FIG. 13

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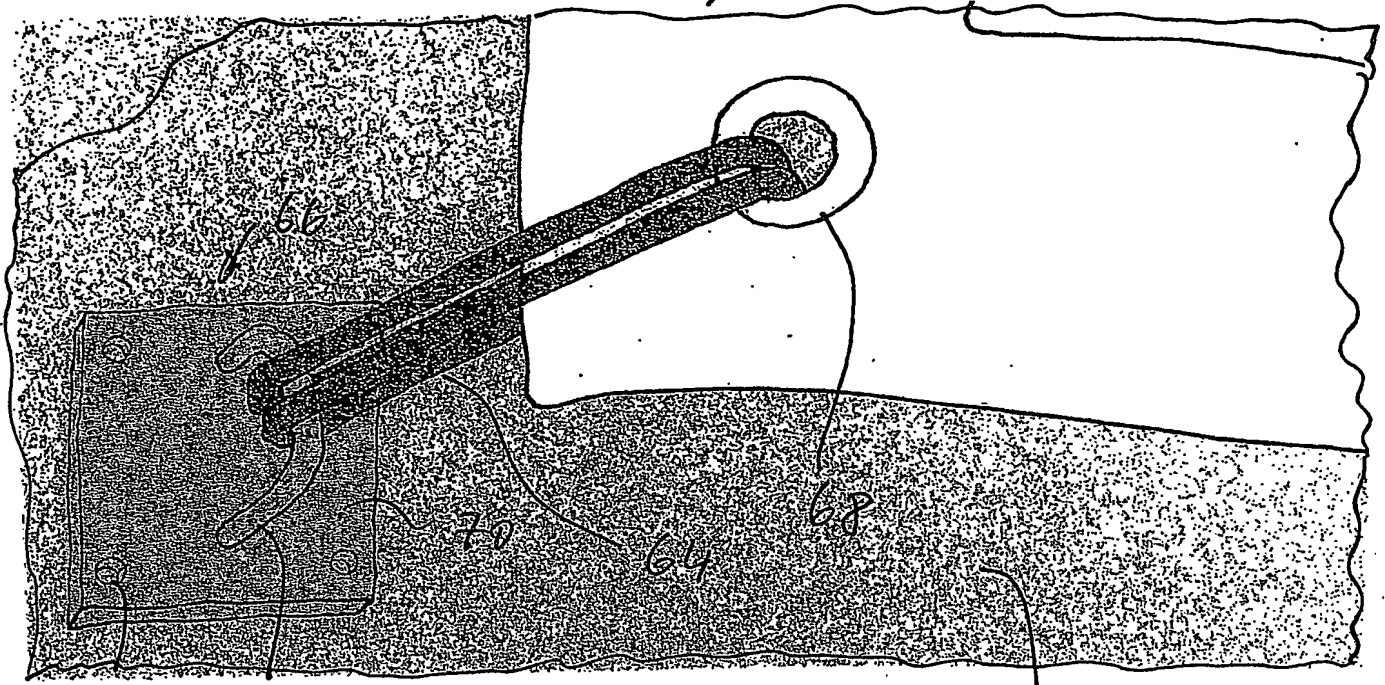


FIG. 10

